

**Creating a Brochure**  
**Recognizing the Target Audience**  
**Mr. Michaud**



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Recognizing the target audience is critical for appealing and catering to that particular niche. *Using Pages, create a brochure profiling your persona and what they would want to see in a persuasive work.* As humans are so diverse, every brochure will end up being unique. *Reference the sample and rubric provided to you as a guide.*

1. Locate all information regarding your persona:
  - ☐ Bio
  - ☐ Character Questionnaire
  - ☐ Quick Write
2. Open Pages and select a template
3. Identify your persona's personality type using the Personality Types handout
4. Find pictures/graphics that best represent your persona and his/her life
5. Include the following sections:
  - ☐ Aristotle's Modes of Persuasion: Order by their effectiveness on the persona + include reasonings.
  - ☐ Bio
  - ☐ Citations
  - ☐ Personality types + descriptors